

WHAT IS CLAIMED IS:

1. A terminal for interacting with a service provider via a signaling tag comprising:

5 a controller capable of actively operating an application, wherein the controller is capable of receiving information regarding a signaling tag at least partially over an air interface, wherein the information includes information relating to a service type representing a service offered by a service provider, wherein the controller is capable of accessing the service, and thereafter performing a predefined action based upon the information relating to the service type, the application actively operating on the terminal
10 and a state of the application.

2. A terminal according to Claim 1, wherein the controller is capable of performing a predefined action by receiving data from the service into an actively operating application when the terminal is actively operating an application in a state of
15 receiving data.

3. A terminal according to Claim 1, wherein the controller is capable of performing a predefined action by sending data to the service when the terminal is actively operating an application in a state of presenting data.
20

4. A terminal according to Claim 1, information relating to the service type includes a service locator representing a location of the service represented by the service type, and wherein the controller is capable of accessing the service based upon the service locator.
25

5. A terminal according to Claim 1, wherein the controller is further capable of selecting a signaling tag before receiving information regarding the signaling tag, wherein the signaling tag comprises a Radio Frequency Identification (RFID) transponder tag.
30

6. A terminal according to Claim 5, wherein the controller is capable of sending an interrogation signal to the RFID transponder tag, and wherein the controller is capable of receiving information from the RFID transponder tag in response to the interrogation signal.

5

7. A terminal according to Claim 5, wherein the controller is capable of sending at least one interrogation signal to the RFID transponder tag, wherein each interrogation signal is associated with a different service type, and wherein the controller is also capable of receiving a response from the RFID transponder tag to one of the at least one interrogation signal that triggers the response, and thereafter identifying a service type based upon the interrogation signal that triggers the response.

10

8. A terminal according to Claim 5, wherein the controller is capable of selecting a signaling tag by passing the terminal within a predefined distance of a signaling tag.

15

9. A method of interacting with a service provider via a signaling tag comprising:

receiving information regarding a signaling tag at a terminal at least partially over an air interface, wherein the information includes information relating to a service type representing a service offered by a service provider;

20

accessing the service; and

performing a predefined action based upon the information relating to the service type, an application actively operating on the terminal and a state of the application.

25

10. A method according to Claim 9, wherein performing a predefined action comprises receiving data from the service into an actively operating application when the terminal is actively operating an application in a state of receiving data.

11. A method according to Claim 9, wherein performing a predefined action comprises sending data to the service when the terminal is actively operating an application in a state of presenting data.

5 12. A method according to Claim 9, wherein the information relating to the service type includes a service locator representing a location of the service represented by the service type, and wherein accessing the service comprises accessing the service based upon the service locator.

10 13. A method according to Claim 9 further comprising:
selecting a signaling tag before receiving information regarding the signaling tag, wherein the signaling tag comprises a Radio Frequency Identification (RFID) transponder tag.

15 14. A method according to Claim 13 further comprising:
sending an interrogation signal to the RFID transponder tag, wherein receiving information regarding a signaling tag comprises receiving information from the RFID transponder tag in response to the interrogation signal.

20 15. A method according to Claim 13 further comprising:
sending at least one interrogation signal to the RFID transponder tag, wherein each interrogation signal is associated with a different service type;
receiving a response from the RFID transponder tag to one of the at least one interrogation signal that triggers the response; and
25 identifying the service type based upon the interrogation signal that triggers the response.

16. A method according to Claim 13, wherein selecting a signaling tag comprises passing the terminal within a predefined distance of a signaling tag.

30

17. A computer program product for interacting with a service provider via a signaling tag, the computer program product comprising a computer-readable storage medium having computer-readable program code portions stored therein, the computer-readable program code portions comprising:

- 5 a first executable portion for receiving information regarding a signaling tag at a terminal at least partially over an air interface, wherein the information includes information relating to a service type representing a service offered by a service provider;
- a second executable portion for accessing the service; and
- 10 a third executable portion for performing a predefined action based upon the information relating to the service type, an application actively operating on the terminal and a state of the application.

18. A computer program product according to Claim 17, wherein the third executable portion is adapted to receive data from the service into an actively operating application when the terminal is actively operating an application in a state of receiving data.

19. A computer program product according to Claim 17, wherein the third executable portion is adapted to send data to the service when the terminal is actively operating an application in a state of presenting data.

20. A computer program product according to Claim 17, wherein the information relating to the service type includes a service locator representing a location of the service represented by the service type, and wherein the second executable portion is adapted to access the service based upon the service locator.

21. A computer program product according to Claim 17 further comprising:

a fourth executable portion for selecting a signaling tag before receiving information regarding the signaling tag, wherein the signaling tag comprises a Radio Frequency Identification (RFID) transponder tag.

22. A computer program product according to Claim 21 further comprising:
a fifth executable portion for sending an interrogation signal to the RFID
transponder tag, wherein the first executable portion is adapted to receive information
from the RFID transponder tag in response to the interrogation signal.

5

23. A computer program product according to Claim 21 further comprising:
a fifth executable portion for sending at least one interrogation signal to the RFID
transponder tag, wherein each interrogation signal is associated with a different service
type;

10 a sixth executable portion for receiving a response from the RFID transponder tag
to one of the at least one interrogation signal that triggers the response; and

a seventh executable portion for identifying the service type based upon the
interrogation signal that triggers the response.

15